

ABSTRACT

Institutionalization political parties process needed to win tight competition of electoral. High ceiling electoral threshold and parliamentary threshold forced political parties to find new strategy and tactic to win electoral in Indonesia. Prosperous Justice Party (PKS) is going to adapt strategy from kader's party to catch all party. With the ideological foundation (Robthul Aam), PKS have changed become more open party. PKS try to embrace as much as possible civil society organization and its all element, such as Nahdlatul Ulama constituents.

This study explored implication of the strategy PKS in local politics. Location of this study took place in Trenggalek Regency, east java province that have enclaves NU constituents. This study found that PKS's Strategy success to embrace NU's Constituents. PKS have developed positive relation with NU's Constituents. Prejudiced, Stigma attached to PKS all this time could erased. Succesfully PKS's Strategy can look at political cultures of Islam Mataraman perspectives.

Keywords: Institutionalization political parties, Rabthul Am, political cultures of Islam Mataraman